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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS

CORN BELT GROWN

Incorporated

EASTON, ILLINOIS

(Return Postage Guaranteed if Not

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GLADIOLUS

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S

J. H. Heberling
President

Easton, Illinois, U. S. A.

J. S. Heberling
Secretary and Treasurer

JANUARY 1, 1950

MID-WINTER PRICE LIST

GREETINGS AND GOOD WISHES TO ALL OUR CUSTOMERS AND PROSPECTIVE CUSTOMERS. We sincerely hope that this has been a good season for you, and that you have many more of them. We have had a good growing season and are now starting the harvest of a quality crop of bulbs.

For the benefit of some who may not have known of us in the past, permit us to state that we have been in the business of growing *Gladiolus* commercially for 24 years.

Earlier in our career we made many display exhibits at the various shows, including the National Shows, and have received hundreds and hundreds of awards in ribbons and cups. We were also awarded the Century of Progress Gold Medal in Chicago, 1933, for the best commercial display of *Gladiolus* in competition with the world.

We are an old established firm offering quality stock, at fair prices with good service. We will not be happy with your order unless you are happy with our shipment. So let's work together.

VARIETIES

We offer only varieties that we have tested out and we have selected the following varieties from hundreds and hundreds tested in the past few years. We do not claim to have all of the newest varieties, but we do claim that what we offer are among the best to be had. With fair soil, plenty of sunshine and sufficient moisture our bulbs will produce for you some grand flowers. **PLANT 4 TO 6 INCHES DEEP, KEEP FREE OF WEEDS, MOSTLY SUNSHINE ALL DAY, AND WHEN YOU WATER THEM PUT ON PLENTY. ABOUT 1½ INCHES EACH WEEK, AND SHOULD IT BE VERY DRY AT BLOOMING TIME GIVE THEM WATER TWICE A WEEK. THUS INSURING TALL SPIKES AND LARGE FLOWERS OF THE EXHIBITION TYPE.**

RETAIL PRICE LIST [PREPAID] Exhibition and Commercial

• 5 Bulbs at Half 10 Rate.

VARIETY	Per 1	Large	Medium	Small	Bulblets Per 6
ABIGAIL (Myers). One of the best lavender. A super Minuet.	10	\$.50	\$.30	\$.15	100 3.00
ABNAKI (Funk). Rich bright orange on tall spike.	10	.25	5- .40		
ALL GLORY (Toon). Large ruffled tangerine orange with royal purple blotch. Good propagator	10	.50	.30		6 .25
ALGONQUIN (Palmer). Bright red with long flower head.	3	.25	5- .25		100 3.00
ANNA MAE (Pommert). Pure white and very early.	3	.20	5- .20	10- .20	25 .25
APRICOT GLORY (N.Z.). An extremely large clear apricot with eighteen buds. Very outstanding	10	1.00	.60	.30	3 .25
BEACON (Palmer). Bright red, with cream throat.	10	8.00	4.80	2.60	12 .75
BERNADINE (Errey 45). Glowing scarlet exhibition variety opening up to ten large florets. Very good.	10	.60	.35		100 4.00
BIG TOP (Rich). A very tall clear light pink with blotch. Seven inch florets. Immense.	2	1.00	.60	.30	3 .25
BIRCH RED (Rich 45). Large pure deep red. Good color, substance and habits. Tall spike 6 to 8 large flowers open, 18 buds. Very outstanding.	10	1.00	.75	.50	3 .25
BLACK OPAL (Errey). One of the best dark reds.	10	8.00	6.00	4.00	15 1.00
BLUE BEAUTY. An outstanding blue. Exhibition and commercial.	3	.20	5- .20	10- .20	
BLUE LAGOON (Snyder). Tall, medium dark blue.	10	.60	.40		
BUCKEYE BRONZE (Wilson). A gorgeous, rich bronze.	1	.75	.50	.30	5 .40
BUENA VISTA (Maj.). Tall, dark reddish purple.	2	.20	4- .20	10- .25	100 .25
BUSHFIRE (Pupich 47). A smoky old rose of great size. A tall heavy spike with 18 florets. Flowers five inches or more in size. Very good.	10	.80	.40		
BUTTER SCOTCH. Really a grand variety. A clean, clear butterscotch color, large ruffled florets. We think it very good.	10	1.20	.60		
CAPEHEART (Winsor). Tall light, salmon pink. One of the best.	1	1.25	1.00	.60	10 .50
CASABLANCA (Maj.). Tall, creamy white, many open. Good.	10	10.00	8.00	4.80	100 4.00
CHAMOONY (Baerman). A grand cerise rose. Very good.	1	1.00	.75	.50	3 .25
COMMANDER KOEHL (Pfitzer). One of the best of the dark red varieties. Ruffled.	10	8.00	6.00	4.00	10 .75
CONNECTICUT YANKEE (Schenetsky). A grand light pink with scarlet blotch. Long flower head and many open. Many times a prize winner.	3	.25	5- .30	10- .30	
CORAL GLOW (Ellis). A flashing orange. Good.	10	.80	.50	.30	
CORONA (Palmer). Large creamy white with rose picotee edge. Very good.	3	.20	5- .20	10- .20	
COVER GIRL (LaSalle). Tall pink, opens up to ten florets. Good.	10	.60	.40		
CRINKLED CREAM (Ellis). A giant spike of rich light yellow. Ruffled.	2	.30	4- .30	15- .20	20 .25
DAISY MAE (Ruble). Large orange pink with cherry blotch. Good.	10	1.20	.60		100 1.00
DEBORAH SAMPSON (Scheer). A beautiful tall pink, almost self color. Large florets and excellent placement. Outstanding.	3	.25	5- .25	10- .25	50 .25
DREAM CASTLE (Lins). A most beautiful light pink.	2	.20	3- .25	5- .25	20 .25

PRICES

We are making attractive prices, and our bulbs are of the best. We will ship as early as possible, and your acknowledgement will advise shipping date.

SIZES

No. 1—1½ inches in diameter or more, No. 4—¾ inch to 1 inch.
No. 2—1½ inches to 1½ inches, No. 5—½ inch to ¾ inch.
No. 3—1 inch to 1¼ inches, No. 6—less than ½ inch.

RETAIL SIZES

In retail list LARGE size bulbs are from 1¼ inches in diameter up and produce the largest and best spikes. MEDIUM size bulbs are from ¾ inch to one inch in size, and produce some excellent spikes. SMALL bulbs are about ½ inch in diameter and some times produce flowers, but produce a large bulb for next season, and generally produce more bulblets than a large bulb. The large bulbs are the ones to plant for EXHIBITION SPIKES.

WHAT OTHERS SAY

Paterson 2, N. J.

Dear Sir: Received my order of bulbs today (Sat., Dec. 17) and am well pleased. I checked my order against another catalog and your prices were much lower. Thanks very much for the extras and also for the large size bulbs of Leading Lady (my favorite). I hope that I can grow them as well as these bulbs look. Yours truly, C. G.

VARIETY	Per 3	Large	Medium	Small	Bulblets Per 30
ELIZABETH THE QUEEN (White). Large beautiful light lavender. Probably the best exhibition and commercial lavender.	10	.30	5- .30	10- .30	25
ETHEL CAVE COLE (Cave). An unequalled light pink.	3	.20	5- .20	10- .25	
FAIR ANGEL (Hatch). Large creamy white. Highly ruffled.	10	.60	.35		
FLORA FARMER (Quackenbush).	3	.25	5- .25	10- .25	
GAY LADY (N.Z.). A tall slender spike, good form and placement. Lilac mauve with white blotch. We like it very much, 18 buds.	10	.70	.40		
GENGHIS KAHN (Scheer). Rich, intensely ruffled pink.	3	.20	5- .20	10- .25	
GOLDEN ARROW (Pruitt-Bastian). A very good pure light yellow. It has much merit	1	.40	.25	2- .25	10 .35
JUNE BELLE (Europe). New commercial white. Good color and spike.	10	3.20	2.00	1.00	100 2.30
KAWATIRI (Pupich). It is a beautiful clear cream with picotee edge of pink. One of the most strikingly beautiful Gladii I have ever seen. Thus far no disease and expect it to supersede Corona. A grand variety. Bulblet production good. They germinate. We predict it will go far.	2	.25	3- .25		25 .25
KING ARTHUR (A.A.A.). A very popular ruffled lavender.	10	1.00	.75	.50	3 .25
KING CLICK (Wilson). An immense red. Long flower head	10	8.00	6.00	4.00	10 .75
KING LEAR (Palmer). Intensely ruffled tall purple. Very good.	1	.50	.30	2- .30	100 6.00
KING WILLIAM (Schenetsky). Large outstanding pink. Extremely good	10	1.00	.65		1000 50.00
KITTY HAWK (Both 43). A delicate tall lavender. Slender plant that makes a good showing of excellent flowers. Good producer.	3	.20	4- .20	5- .15	
LADY JANE (Lake). Probably the best cream to date. Excellent.	10	.60	.40	.25	
LANTANA (Palmer). Very rich orange with yellow throat. Ruffled.	2	.20	5- .20	10- .25	
LAVENDER & GOLD (Baerman). Very beautiful decorative light lavender with gold throat. Tall with long flower head.	3	.20	5- .20	10- .25	
LAVENDER PRINCE (LaSalle). Tall and very rich lavender, of the darker shade. Very good.	10	.60	.40		
LEADING LADY (Johnson). Probably the most outstanding of all cream whites. A great prize winner.	1	.40	.30	.20	10 .40
MAID OF ORLEANS. Very popular commercial white.	10	3.20	2.40	1.60	100 3.00
MARGARET BEATON. One of the largest of all <i>Gladiolus</i> . Immense white with blotch.	3	.20	5- .20	10- .20	
MARGARET FULTON. One of the most reliable pinks.	10	.20	5- .20	10- .20	
MARTHA DEANE (Guille). A tall light yellow, exceptionally good this season.	3	.20	5- .20	10- .20	
MOTHER KADEL (Kadel). Not a large variety but probably the best pure color in yellow.	10	.20	5- .20	10- .20	
OCTOBER SUNSHINE (Quackenbush). A light orange self. A splendid variety. Very good.	3	.20	5- .20	10- .20	
OLIVE MARIE BROWN. Rich bronzy yellow prim. Prize winner in its class. We like it very much.	10	.75	.50	1- .25	10 .40
OREGON GOLD (Maj). A very large and very good light yellow. Ruffled.	1	6.00	4.00	2.00	100 3.00
ORIENTAL PEARL (Carlson-Puerner). A giant clear cream with up to 24 buds.	3	.20	5- .20	10- .20	
PANDORA (B. Palmer). A very outstanding light pink.	10	.20	5- .20	10- .20	

Order Early

(OVER)

